

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# IMPORTANT 2 WAYS!

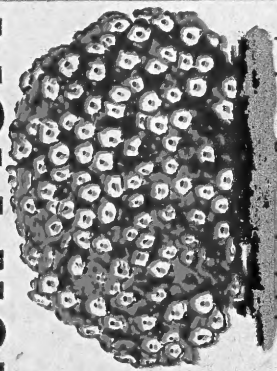
## It Acknowledges Your Recent Order

Thank you. Your order will be shipped as fast as we can process, pack, and mail it. Mother Nature sometimes delays us with bad weather, or a late season that holds back growing, digging or shipping. If you have any occasion to write us about your order, cut out and mail sticker at right that has your name on it — tell us what you ordered, when and how much money you enclosed.

## It Is A Catalog Of "Best Sellers"

Inside are listed special offers that more than 1,000,000 people have ordered from Owen Nursery this past 12 months. Indoor as well as outdoor bulbs, plants and flowers at prices that mean beauty and pleasure for you at savings. Save this catalog for future reference.

# RARE 3-COLOR MUM



- 3 Colors on One Plant!
- Over 100 Blooms on Each Plant!

# 35c

Order now, while they last! Plant now — blooming size. Earliest of all! Starts blooming

white in June, blooms bronze in July, rosy pink in August, September! Produces 100 to 300 blooms. Very showy, in garden or vase. To order enclose 35c, stamps or coins, plus 10c postage and handling. If ordering 3, send only \$1.

**FREE** with \$1 orders: Mystery Bloom Trumpet Bulb — 50c value. \$1 orders sent C.O.D., plus postage, if you prefer. Return for full refund if not pleased.

**OWEN NURSERY**  
2200 East Oakland Ave., Bloomington, Illinois

Return Postage Guaranteed

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Permit No. 9  
Bloomington, Ill.



# NOW! Save Money On Owen Most Popular

## Hardy PERENNIAL PLANTS

**that come up more beautiful year after year! Very Special!**

# 25c

### 1. Double Hollyhocks

Huge, massive double type. Fast grower. Resembles roses. Blooms every year. Blood red, fiery red, salmon, delicate pink, deep rose, pure white, unusual rare cream, brilliant yellow, delicate rose.

### 2. Hardy Carnations

This beautiful Carnation is the most fragrant flower that blooms! Blooms all summer every summer! Easy to grow. When cut and brought into house will last from week to 10 days. Your choice Pacific Red, White Girl, Cotton Candy, Pink, Fools Gold Yellow, Mother's Rose.

5 Of 1 Kind For \$1

### 3. Giant "Fire Engine" Phlox

Easy to grow. Come up year after year! Prime Minister—white with red eye; Annie Laurie—Salmon; Thor—Deep Salmon; Morgenrood—Rose; R. P. Struthers—Rosy Red; Tigress—Orange-Red; Wm. Kesselring—Plum; Famous "FIRE ENGINE"—Rare Brilliant Red.

### 4. Graceful Veronica

Heat and dryness do not affect this lovely graceful plant for it blooms continually from July to October every year! Long, slender bronze-green leaves carry a great quantity of indigo blue flowers formed as curved spikes. Be sure to include this in your garden. Grows to about 2 feet tall. Excellent for cutting.

10 Of One Kind For \$1.75

Mixed Orders 25c straight

### 5. HYBRID LUPINES

Amazing, beautifully colored Russell Hybrid Lupines are superb for garden decoration and cutting. Giant 3'-4' spikes have pea-shaped flowers closely spaced which bloom from top to bottom all at once. The range of gorgeous colors makes a showing in any garden... particularly with tulips. Bloom year after year.

### 6. Chinese Lantern

An old favorite with flower lovers! Makes great bold foliage and stalks three to four feet high. The flowers are inconspicuous but in late summer they are followed by pulpy little seed pods enclosed in papery husks which turn blazing scarlet. Many cut, dry, and use Chinese Lanterns for bright winter bouquets. Grow year after year.

### 7. Sweet Peas

Now you can have lovely, fragrant Sweet Pea Vines coming up year after year! Grow on fences or trellises. Produce a mass of beauty and colorful blooms all season. Supreme in fragrance and unexcelled in cut-flower value. Start blooming July and continue all summer. Gorgeous colors and delicate sheens.

### 8. Oriental Poppies

Giant, exotic! "Cup 'N' Saucer" type. Size of a cup until opened flat—then as big as a saucer! Brilliant colorings. Strong field-grown roots. Mammoth hardy poppies make flower show of themselves year after year! Highest quality.

### 9. Creeping Phlox

Have you ever wondered what that beautiful maze of color was you saw in a field or by the roadside! It may have been Creeping or Dwarf Phlox, for its grows in abundance, producing lovely little flowers, suitable for graves, banks or ground covering. Vivid pink, pale violet, dazzling white. Beautiful green foliage.

### 10. PENTSTEMON

Popular, hardy, large-flowered Pentstemon blooms right through the hot weather, displaying two-toned blooms in shades of deep pink and blue clear up until frost. Exceptionally fine for massing in beds or borders. These bright colored blooms are held up by graceful stems 12"-18" high. Excellent for cutting. Bloom year after year.

### 11. Painted Daisies

The favorite old fashioned Pyrethrum. One of the best perennials for showiness there is. Beautiful when cut and brought into house. Gorgeous blooms every year. All colors except blue and yellow. You'll be mighty pleased with these perennials.

### 12. Bleeding Heart

Loved by all. One of the most beautiful spring flowering plants that brighten your garden year after year. Laden with numerous rosy red, heart-shaped blooms on graceful arching stems. Grows to about 4' high. This is an excellent bargain at only 25c each!

### 13. Giant Hibiscus

The showiest of all perennials! Great numbers of giant, bell-shaped blooms measure 6" across! Deep, rich colors and so easy to grow. Will grow four feet high in most any kind of soil. If you've never planted Hibiscus, try these... they'll be outstanding in your garden. These sound, long-lived plants will grow year after year.

### 14. White Shasta Daisies

Large blooms, strong stems! Gorgeous White Shasta Daisies at bargain prices. Especially lovely in a mixed color bouquet.

### Other Perennials

(Not Illustrated)  
Same Prices As Above

COREOPSIS, Double Sun Burst

GAILLARDIA, Dazzler  
FEVERFEW, Snowball  
SCABROSA HYBRIDS—Pin-cushion

ALYSSUM SAXATILE—Basket of Gold.

### 16. LINUM—Blue Flax

Azure blue flowers (not illustrated as blue) with feathery foliage. Blooms profusely. Easily grown. Beautiful in bouquets.

### 17. Columbine

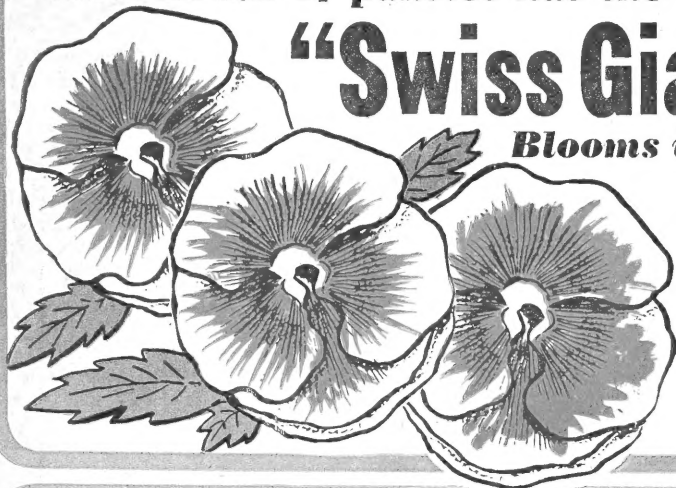
Long-spurred, long-lived, free blooming! Giant flowers have immense heads on long sturdy graceful spurs. Every garden should have a few Columbine plants at these low prices.

**FREE** Planting Instructions  
With Each Order.



**This strain of pansies has the BIGGEST blooms you've ever seen!**

# "Swiss Giant" PANSY PLANTS



**Blooms up to 6" across!**

**Bright velvety colors--mixed!**

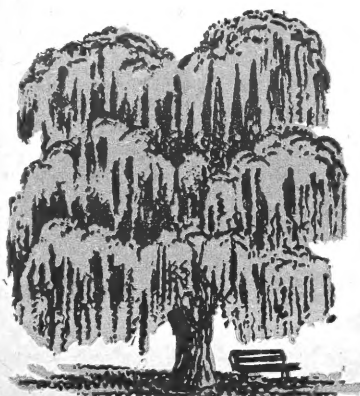
**25 for \$1**

You can do wonders with Owen "Swiss Giant" Pansy Plants. Safe delivery guaranteed. Wonderful "Swiss Giant" Pansies have immense blooms up to 6" across. Long blooming season--blooms all summer. All mixed colors. Thrives very well in partly shady places. Very special, 100 for \$2.50; 25 for \$1. **SEND NO MONEY.** Pay postman C.O.D. plus postage. Cash orders prepaid. Return for full refund if not pleased.

with \$2.50 orders, two Cushion Mums — regular \$1 value.

**100 for \$2.50**

**Famous all over America--Owen's Beautiful "Sad Sam"**



# WEeping WILLOW TREES

● **Sent to you by guaranteed mail!**

● **Thousands sold--Easy to grow!**

Special-by-mail offer. Our "Sad Sam" Weeping Willows are becoming famous all over America. Thousands sold. Almost impossible to fail with one. Easiest, fastest-growing shade tree. Beautiful, ornamental. Wonderful for children to play under. We send sturdy 4' to 6' trees. **SEND NO MONEY.** Pay postman C.O.D. plus postage. Cash orders shipped prepaid. Return for cheerful money back at once if not satisfied.

**\$1**

**2 for \$1.75**

**3 for \$2.50**

**Easy to grow--Thrifty--and a great pleasure!**



**Sturdy  
Well-Rooted  
Plants**

# Choice of 2 Best STRAWBERRY PLANTS

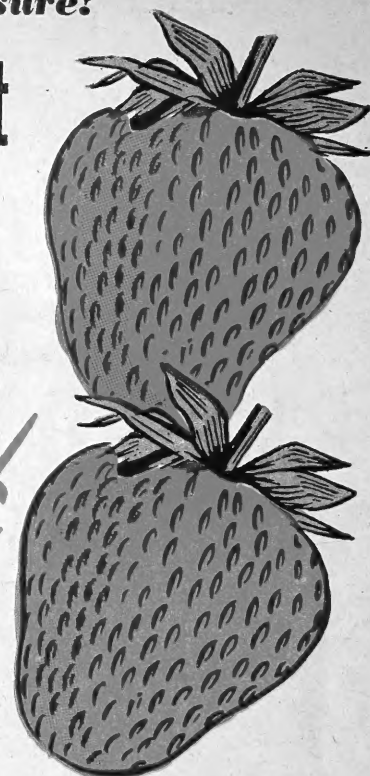
● **Large, juicy berries all season long!**

● **Good for canning, eating, freezing!**

America's lowest price for these strong well-rooted plants. Choice of "Senator Dunlap", world's most popular strawberry, or "Giant Mastodon Everbearing." Bear at different times so you have berries nearly all summer long. We have sold hundreds of thousands of these plants and have received many compliments. Orders for less than \$1.00 welcome but please enclose 10c extra for postage and handling. With orders of \$1 or more we send as a gift a rare "Living-Room" Hyacinth Bulb.

**Easy Planting Directions Included**

(No Shipment of  
Strawberries to Arizona)



**2¢**

**EVERY ITEM GUARANTEED---See Order Blank On**

**Developed in tremendous quantity especially for Owen!**



# Indoor Blooming Variety

and of course will bloom outside too

## GARDENIA PLANTS

**35¢**  
3 for \$1

- Not 1 Gardenia—not 2 Gardenias but a **WHOLE PLANT** to produce

6 to 10 perfectly-formed sweet-scented gardenias!

Now you can have the famous Easy-To-Grow "White Velvet" Gardenia plant at an amazing new low price. I send lovely 12-14" Gardenia Plant full of shiny dark green leaves, ready to burst into bloom right in your living room! Produces enough flowers for several corsages. Enclose 35c, coins ..... plus 10c for postage and handling. Money back guarantee. If ordering 3, send us only \$1. Orders for 3 also sent C.O.D. plus postage. No C.O.D.'s on single orders. Use easy order blank.

(Sorry—No Gardenias can be shipped to Arizona or California)

**EASY ORDER BLANK INSIDE—SEND IT TODAY!**

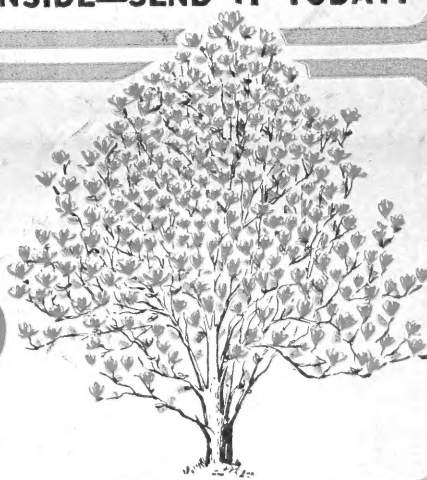
**Rarely Seen for Less Than \$5 or \$10**

## Beautiful Magnolia Trees

- **Superb Yard Decoration!**
- **Lovely White-Pink Flowers!**
- **America's Lowest Price!**

If you've had the idea magnolias were expensive you were entirely right — up to now. Here they are — sturdy young trees worth several times this price . . . only \$2. Beautiful pink saucer-type blooms almost 6" across. Blooms early in the spring. Romantically fragrant. Lovely yard decoration. Not difficult to grow. Winters well with average care. Our simple guarantee: Return for cheerful refund at once if not thrilled with this bargain. \$2 ea.; 2 for \$3.50. **SEND NO MONEY.** Pay postman C.O.D. plus postage. Cash orders prepaid.

**\$2**



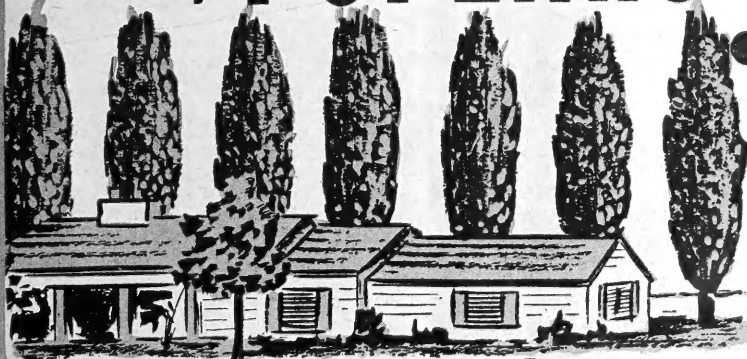
**Frame your house--break the wind--Save money on these**

Beautiful Lombardy

## POPLARS

- **High quality trees at sensational low price!**

- **Beautiful, Graceful, Fast Growing!**



These graceful upright trees frequently sell for \$2.00 and \$2.50 each. Ideal for planting in narrow spaces, for background, and wind breaks. Invaluable for an atmosphere of formality. Will grow to 50' high. Sent by guaranteed mail. Sturdy 4' to 6' trees. Easy to plant and very fast growing. Now is the time to put them in. Order now at very special price. Sent C.O.D. plus postage. Cash orders prepaid.

**FREE**

With \$3.50 orders, graceful ornamental Weeping Willow Tree. Reg. \$1 value. Return for cheerful refund at once if not pleased.

**50¢**  
8 for \$3.50

**Back Page**

**OVER 1,000,000 PEOPLE ORDER FROM OWEN YEARLY—ONE OF THE WORLD'S LARGEST BUSINESSES OF ITS KIND!**







# A FEW OF THE MANY BARGAINS DESCRIBED IN DETAIL INSIDE

2 Gardenia  
Plants and  
1 Violet \$1



You get 1 "Red Sunset" African Violet—reddest yet produced, and 2 whole Gardenia plants, that will produce 4 to 8 perfectly formed sweet-scented gardenias for only \$1! Easy to grow. Very special bargain.



Northern Grown  
**WHITE BIRCH**  
Lovely  
Yard Trees \$1

Less than half of what most people think they cost! Beautiful 5' to 6' northern grown White Birch. Won't freeze out. Sent by mail at proper planting time. Many plant in clumps of 3. We send 3 for \$2 or \$1 each. Money back guarantee.



50  
**GLADIOLUS  
BULBS**  
\$1

Amazing "Rainbow" mixture... from whites through pinks to deepest reds! Will bloom first year. These are bulbs—not little bulblets! 50 for \$1. GIVEN with \$1 orders: 1 "Gold Medal" specially imported bulb.

## NEW "GREEN MIST" Living Room IVY



**35<sup>c</sup>**

Given: Pretty  
**Teacup Hyacinth**  
with \$1 orders — "Teacup"  
Hyacinth — pastel colors. Will  
bloom in water in teacup.

You've never seen a vine like this — fastest growing of all! Will grow in any room in the house. Doesn't require full sunlight. Grows like wildfire, producing hundreds of beautiful arching pointed leaves on gracefully arching stems. Very new. When plant reaches full maturity it will be worth several dollars. Now for short time only — 35c each, plus 10c postage, handling, or send \$1 for 3 and we pay postage. Also shipped C.O.D. so you can pay postman plus postage charges if you desire. No C.O.D.'s on single orders.



Giant Leaf  
**PHILO-  
DENDRON**  
each 35c

Will grow in soil or water, with or without direct sunlight. Exceptionally large. Bold, shiny green leaves. Greenhouse fresh. Famous "Emerald Isle" variety. Easy to grow. 35c each, plus 10c postage and handling, or 3 for \$1. Order now.

**Violet-Gro  
POTTING  
SOIL**



3 lbs. \$1

Miraculous mixture for African Violets. Composed of alluvial leaf mold, sand and loam. Gives highest amount of food value, yet does not "burn" plants. Will not bake or pack like ordinary potting soil. \$1 for 3 lbs., 5 lbs. \$1.50.

Rare  
**MUM  
PLANT**



each 35c

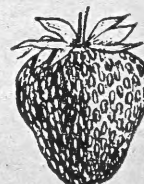
Blooming size. Earliest of all! 3 colors on 1 plant—over 100 blooms on each plant. Blooms white in June, bronze in July, pink in Aug., Sept.! Shipped at proper planting time. 35c each, plus 10c postage and handling, or 3 for \$1.



Special!  
**AFRICAN  
VIOLET**

3 Colors 35c

6 to 8 month old plants, almost ready to bloom or just starting to bloom. "Pink Sensation," "White Queen," "Wisconsin Blue Wonder." 35c each, or 3 for \$1. Enclose 10c extra for postage and handling.



Two Famous  
**STRAW-  
BERRIES**

Per plant  
only 2c

Strong, well-rooted plants. Choice of "Senator Dunlap," world's most popular, or "Giant Mastodon Everbearing." Sent at proper planting time. 2c each plant. Enclose 10c extra on orders less than \$1 for postage and handling.